

**Subject:** Fwd: Open Forum Digest for Wednesday February 15, 2017  
**From:** "Miranda Paster" <miranda.paster@lacity.org>  
**Date:** 3/17/17, 12:19 PM  
**To:** wilmingtonchamber; s ch; lessisters@lycos.com; Ellen Endo; Russell, Mike; Joanne Kumamoto

fyi

----- Forwarded message -----

From: **International Downtown Association** <[DoNotReply@connectedcommunity.org](mailto:DoNotReply@connectedcommunity.org)>  
Date: Wed, Feb 15, 2017 at 11:30 PM  
Subject: Open Forum Digest for Wednesday February 15, 2017  
To: [miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)

[International Downtown Association](#)

## Open Forum

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Feb 15, 2017

started yesterday, [Emmy Hahn](#) (3 replies)

### [Statistics for Filling Vacant StoreFronts](#)

1. [I am not aware of any statistical evidence of...](#) Andrew Manshel
2. [We've found that bringing attention to the...](#) David Schroedel
3. [Hi Emmy, We have experimented with both art...](#) Sarah Harris

started 2 days ago, [Jenny Starkey](#) (2 replies)

### [Strategic Communications Plan](#)

4. [Hi Jenny, We do have an annual strategic...](#)  Bree von Faith

started 2 months ago, [Kathleen Eriksen](#) (8 replies)

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1. [Re: Statistics for Filling Vacant StoreFronts](#)

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Feb 15, 2017 10:20 AM  
[Andrew Manshel](#)

I am not aware of any statistical evidence of activation of empty storefronts by arts activities leading to rentals -- but that has certainly been my direct experience. Space users seem to more easily imagine how a space might be used creatively when it is being occupied by artists. Two organizations in New York are engaged in populating empty storefronts with artists -- chashama and No Longer Empty. Both might be good sources of more detailed information.

-----  
Andrew Manshel  
Placemaster Projects Advisory Services  
New York NY  
[theplacemaster.com](http://theplacemaster.com)  
[amanshel@gmail.com](mailto:amanshel@gmail.com)  
[914-274-0412](tel:914-274-0412)  
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Original Message:

Sent: 02-14-2017 13:43

From: Emmy Hahn

Subject: Statistics for Filling Vacant StoreFronts

Hi Everyone- I have a question regarding vacant storefronts. Does anyone have statistics or can direct me to a report that connects putting vacant storefronts to "use" (art exhibit, local products, craft people doing their craft)- leads to spaces being rented? Thanks in advance- Emmy Hahn

Emmy Hahn  
Coordinator, MA Downtown Initiative  
MA Department of Housing & Community Development  
100 Cambridge Street, Boston, MA 02114  
[617-573-1364](tel:617-573-1364)

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2. [Re: Statistics for Filling Vacant StoreFronts](#)

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Feb 15, 2017 10:54 AM

[David Schroedel](#)

We've found that bringing attention to the vacancy & potentially a creative minded property owner/manager is the best outcome of these efforts. Unfortunately, we saw very mixed success with this early on. (Anecdotal, I know.)

Where we've seen more success is combining vacant spaces with micro-start-ups. Our Spaceworks Tacoma program actually helps launch businesses into these spaces. About 70% of those we place seek longer term leases in the same spaces they incubate in. For more details: [www.spaceworkstacoma.com](http://www.spaceworkstacoma.com)

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David Schroedel  
BIA Manager  
Downtown Tacoma BIA  
Tacoma WA  
[253-682-1723](tel:253-682-1723) (123)  
-----

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3. [Re: Statistics for Filling Vacant StoreFronts](#)

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Feb 15, 2017 12:37 PM

[Sarah Harris](#)

Hi Emmy,

We have experimented with both art in storefronts as well as temporary pop-up shops. For the art in storefronts project, which took place in 2013-2014, we found that this use did not directly lead to spaces leasing, although it was a nice pedestrian engagement experiment. Part of this may have been because some of the art exhibits blocked the view of the inside of the space. It is very important if you are running a program that uses the storefront windows to display art that you market the availability of the property, and that the display doesn't prevent prospective businesses from seeing into the space or out of the space if they are doing a site visit, assuming the space itself is clean.

Our pop-up shop program was a much more successful means of directly filling storefronts, though it does take more management. We started our program in 2014 and had a 50% store retention rate. All but one of the 5 participating spaces were leased within a year. In 2015, we had so many fewer vacant properties that we only had 2 pop-up shops, and both spaces were leased during the 2 month term of the pop-up program. This past year we again didn't have enough spaces and just had one pop-up shop. The space they occupied is not yet leased, but the store is looking for a permanent location. We reached a 2.8% retail vacancy rate in 2016.

In either case, both are an opportunity to help get a space into more marketable shape because there will be more eyes on the building. Often our property owners made significant improvements to the building simply because they knew people would be looking, and that alone can help get a vacant space leased.

-----  
Sarah Humbargar  
Dir. Business Development & Economic Vitality  
Downtown Partnership of Colorado Springs  
Colorado Springs CO  
[\(719\) 886-0088](tel:(719)886-0088)  
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MA Department of Housing & Community Development  
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4. [Re: Strategic Communications Plan](#)

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Feb 15, 2017 12:37 PM | [view attached](#)  
[Bree von Faith](#)

Hi Jenny,

We do have an annual strategic marketing/communications plan that was created for 2016-2017 and I've attached it here in case it's helpful. I am relatively new to my role (joined the San Jose Downtown Association in early December) and found this to be a helpful framework to jump into the role. Please feel free to email me directly for any follow-up at [bvonfaith@sjdowntown.com](mailto:bvonfaith@sjdowntown.com)

Best,  
Bree

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Bree von Faith  
Director of Marketing, Communications, and Events  
San Jose Downtown Association  
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Original Message:  
Sent: 02-13-2017 13:37  
From: Jenny Starkey  
Subject: Strategic Communications Plan

We've been tasked with putting together a strategic communications plan for our BID this year and I am curious if there are other communities that have published something similar and / or presented to your board and committees.  
Thank you!

-----  
Jenny Starkey  
Director of Marketing and Community Relations  
Cherry Creek North BID  
Denver CO  
[\(303\) 394-2904](tel:3033942904)  
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5. [Re: Holiday Decoration Install - Industry Standard](#)

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Feb 15, 2017 10:20 AM

[Gary Ferguson](#)

I would likewise echo those who have reported keeping their holiday lights up later into winter. Here in Ithaca (upstate New York) we also felt that the cold, dark winter evenings needed more light and energy. Hence, we keep our holiday lights up through the end of February. Folks do not seem to mind and it adds pizzaz to two of our dimmer months. I worried that keeping them up a longer period of time would water down their appeal come the following holiday season, but that does not seem to be the case. It also allows us to link their removal with the changing out of winter to spring banners- hence saving us on labor and equipment rental. Finally, we also seem to be keeping some elements from our holiday decorating for year round lighting effect.... tree lights, pavilion lights, and now lights strung across our pedestrian mall.

Gary Ferguson

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Gary Ferguson  
Executive Director  
Downtown Ithaca Alliance  
Ithaca NY  
(607) 277-8679  
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Original Message:

Sent: 02-14-2017 09:28

From: David Schroedel

Subject: Holiday Decoration Install - Industry Standard

Tacoma, WA is at roughly the 47th parallel, so we too are in the dark winter category - though nothing on our Canadian neighbors. Our winter lights do up the week after Veterans Day (11/11) and come down the last week of January. There has been some talk of keeping them up longer, but too many people still see them as Christmas decorations despite our best efforts.

We also have winter banners that go up at the same time, but that we try and leave up through the Chinese New Year - often early February - though again, we get feedback that we need to "take down our Christmas decorations already."

(written on the bus at 6:30AM were it is very much still black of night)

-----  
David Schroedel  
BIA Manager  
Downtown Tacoma BIA  
Tacoma WA  
[253-682-1723](tel:2536821723) (123)  
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Counting my blessings - Sing and be Happy Today!

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